

## **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Advisory Action dated June 1, 2006.

### **Response to Arguments – 35 USC § 103(a)**

The independent claims have been amended to specify that the visible information and coded data are printed via different color channels in the printer. Basis for this amendment can be found in Sections 7.2.1 and 7.2.2 of the specification at pages 72-73.

Further trivial amendments have been made to the independent claims have been made to improve their conciseness and clarity.

The Applicant contests the Examiner's assertion that Brown teaches printing coded data and visible information substantially simultaneously and via different color channels in the printer.

In the Advisory Action, the Examiner implicitly refers to column 5, lines 40-43 of Brown, which states:

*If the record has been altered or forged, the visible portion of the variable indicia will not match the normally invisible photoluminescent indicia which were simultaneously printed on the original record.*

However, as was explained in the Applicant's previous response, Brown prints its variable indicia and photoluminescent indicia by mixing a photoluminescent dye with a standard visible ink. This is explained unambiguously at column 6, lines 8-26 of Brown, and especially at column 6, lines 20-23.

Accordingly, Brown does not print variable indicia and photoluminescent indicia via different color channels in the printer. By mixing the photoluminescent dye with the visible ink, Brown ensures that they are printed via the same color channel.

By contrast, and as specified in the Applicant's claims, the present invention prints coded data (indicative of a surface identity and a plurality of reference points on the surface) and visible information (relating to the computer software) substantially simultaneously and via different color channels. Thus, the coded data and the visible information are non-identical in the present invention. Brown's teaching is limited to the specific case where the invisible indicia and visible indicia are identical and printed via the same color channel.

The Applicant maintains that, for the reasons given above, Brown does not make the present invention obvious, even when combined with the other cited prior art documents.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

Applicant:



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PAUL LAPSTUN

Applicant:



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KIA SILVERBROOK

C/o: Silverbrook Research Pty Ltd  
393 Darling Street  
Balmain NSW 2041, Australia

Email: [kia.silverbrook@silverbrookresearch.com](mailto:kia.silverbrook@silverbrookresearch.com)

Telephone: +612 9818 6633

Facsimile: +61 2 9555 7762



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